

2 of 3

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) DAN DRISCOLL  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 917-206-9589

## REMARKS

PLS CF CHANGES LN'S 14, 26-28, 34

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*14	SU	2P-5P	FOX NFL SU-GM2	:30	\$2,400.00	09/16-09/16	0	0	0	\$0.00	
Rating: 6.7												
Sales Remark: V9 NA												
V9 Comment Changed, Spots/week Changed												
	*26	SA	530P-9P	CLG FTBL: UTAH	:30	\$5,000.00	09/15-09/15	1	1	1	\$5,000.00	
Rating: 9.2												
Sales Remark: V9 REVISED												
V9 Time Changed, Comment Changed												
	*27	SA	930P-1005P	FOOTBALL FEVER	:30	\$1,000.00	09/15-09/15	1	1	1	\$1,000.00	
Rating: 4.0												
Sales Remark: V9 REVISED												
V9 Program Name Change, Comment Changed												
	*28	SU	2P-230P	THE OT	:30	\$1,500.00	09/16-09/16	1	1	1	\$1,500.00	
Rating: 5.4												
Sales Remark: V9 REVISED												
V9 Time Changed, Comment Changed												

Rep Order# 9771679 Ver# 9 Status Revised  
EC'd Yes

Traffic Order# 565920

Printed: 08/30/2012 1:37 PM  
Last Received: 08/30/2012 1:28 PM  
Showing Buylines: All Rep Revised Lines

Station KSTU-TV SALT LAKE CITY, UT  
Advertiser ( ) POLITICAL ISSUE GROU  
Product NRCC IE 2012  
Estimate# 2599  
Buyer Ben Angle  
Phone#  
Fax#

Agency ( ) NATIONAL MEDIA RESEARCH PLANNING  
815 SLATERS LANE  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 155/426/2599  
Flight Dates 09/14/2012 - 09/20/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) DAN DRISCOLL  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 917-206-9589

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*34	SU	11A-2P	FOX NFL SU-GM1	:30	\$2,400.00	09/16-09/16	1	1	1	\$2,400.00	
Rating: 6.7												
Sales Remark: V9 MG FROM LN 14												
V9 Added												

---REPORT TOTALS---

Report Totals: 4 / \$9,900.00

---SALES MONTHLY TOTALS---

Sep 12: 33 / \$26,725.00  
Sales Totals: 33 / \$26,725.00  
Station Totals: 33 / \$26,725.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$133,625	CABL 0%	KDLI 0%	KJZZ 0%	KSL 24%	KSTU 20%
		KTVX 16%	KUCW 5%	KUTV 35%	UNKB 0%	UNKN 0%

Books null  
Demos RA3564